



## COUNCILMEMBER CARL DEMaIO

FIFTH DISTRICT

CITY OF SAN DIEGO

### MEMORANDUM

DATE: May 23, 2011

TO: Mayor Jerry Sanders

FROM: Councilmember Carl DeMaio *Carl DeMaio*

RE: San Diego 311

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Last week, my office released the smart phone application San Diego 311 for residents of San Diego. San Diego 311 is an important part of my vision to rethink how the city government operates and interacts with residents in a more accessible, transparent and accountable way.

The San Diego 311 smart phone application provides constitutes with a new, easy to use, alternative for communicating specific needs. The application is a natural extension of the large amount of constituent service requests which each Council office receives from phone calls, emails, letters, and in-person reports.

As I noted in my original memorandum to you dated February 28, 2011, we would like city departments to pro-actively participate in the utilization of this new technology and avenue for constituent service. My offer to work with your office, and incorporate their ideas, stands.

In the meantime, my office is continuing to refine the Application based on feedback from users. As originally planned, we are having our contractor ensure data received through the application can integrate seamlessly into Complete Gov, the case management system used by Council offices to direct requests to various City Departments.

The tool will soon be able to provide news feeds to individuals with the application. This function can be used to provide updates for citizens on news relating to the City. In addition, we may be able to use it as a communications tool if there is an emergency like a wild fire.



I do hope you will engage actively in this project in the coming months. I look forward to working with you, and my Council colleagues, on expanding this tool to improve communications with residents in a timely, cost effective manner.

Attachment: Memorandum Dated February 28, 2011 Improving City Services:  
"There's an App For That"



**COUNCILMEMBER CARL DeMAIO**

FIFTH DISTRICT  
CITY OF SAN DIEGO

**MEMORANDUM**

DATE: February 28, 2011  
TO: Mayor Jerry Sanders  
FROM: Councilmember Carl DeMaio  
RE: Improving City Services: "There's an App For That!"

As you are aware, my office has forged a partnership with a software company to deploy a smart phone application whereby San Diegans can access city services.

Just as the development of websites in the 1990s revolutionized the way in which city services are provided, I firmly believe that mobile technologies will do the same – but in a far more powerful manner.

This App will allow constituents to provide City departments with information on a variety of matters which may require their attention. For example, a constituent can use the App to inform the City where there may be graffiti, a pothole, or a broken street light – and transmit its precise location using GPS technology. A host of other city services are also supported by the App.

My office is providing the funding to implement this App for a pilot phase of one year. My goal in pursuing this project is to improve services to constituents while making it easier for constituents city-wide to interact with the City – and in a way that reduces costs for the City to respond to requests for services.

The application will be ready for constituents to access in a few short weeks. In preparing for the applications' launch, I am offering to partner with your office to achieve the maximum level of integration of the application into existing City systems.

If your office is interested in working on this exciting project with us, please let me know who my staff should work with as we move forward with the application.

